



KTVI
2250 Ball Drive
St. Louis, MO 63146
(314)213-2222

CONTRACT

<u>Contract / Revision</u> 582728 /		<u>Alt Order #</u> 09839251
<u>Product</u> BEISER IL HD-111:TV		
<u>Contract Dates</u> 10/15/12 - 10/21/12		<u>Estimate #</u> 3358
<u>Advertiser</u> Beiser/D/State House MO		<u>Original Date / Revision</u> 10/12/12 / 10/12/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KTVI	<u>Account Executive</u> Terry Lally	<u>Sales Office</u> Chicago-Millenn
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
		<u>Total Ratings</u> 69.30
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Adelstein & Associates
222 West Ontario Street
Chicago, IL 60610

(Handwritten signature)

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	2	10/15/12	10/19/12	M-F 6a-7a	6a-630a		:30				NM	2	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWTF--				2	\$1,350.00	3.40			
N 2	2	10/15/12	10/19/12	M-F 6a-7a	630a-7a		:30				NM	2	\$2,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWTF--				2	\$1,475.00	3.90			
N 3	2	10/15/12	10/19/12	Fox 2 News at 7 am	7a-730a		:30				NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWTF--				1	\$1,250.00	4.60			
N 4	2	10/15/12	10/19/12	Fox 2 News at 8 am	8a-830a		:30				NM	2	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWTF--				2	\$1,125.00	3.50			
N 5	2	10/15/12	10/19/12	M-F 5p-530p	5p-530p		:30				NM	2	\$4,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWTF--				2	\$2,225.00	4.10			
N 6	2	10/15/12	10/19/12	M-F 530p-6p	530p-6p		:30				NM	2	\$4,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWTF--				2	\$2,025.00	3.50			
N 7	2	10/15/12	10/19/12	M-F 6p-630p	6p-630p		:30				NM	2	\$4,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWTF--				2	\$2,025.00	3.40			
N 8	2	10/15/12	10/19/12	M-F 9p-10p	9p-930p		:30				NM	1	\$2,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----				1	\$2,025.00	6.40			
N 9	2	10/15/12	10/19/12	M-F 9p-10p	930p-10p		:30				NM	1	\$1,925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--				1	\$1,925.00	7.90			
N 10	2	10/20/12	10/20/12	Fox 2 News Saturday AM	8a-830a		:30				NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$675.00	2.80			
N 11	2	10/21/12	10/21/12	Fox 2 News Sunday Morning	7a-730a		:30				NM	2	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S				2	\$575.00	2.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race, gender, or ethnicity.



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582728 /	09839251

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/15/12 - 10/21/12	BEISER IL HD-111:TV	3358

<u>Advertiser</u>	<u>Original Date / Revision</u>
Beiser/D/State House MO	10/12/12 / 10/12/12

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Totals												18	\$27,475.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/21/12	18	\$27,475.00	\$23,353.75
Totals	18	\$27,475.00	\$23,353.75

Signature: _____ **Date:** _____

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